



Unionville BIA Board Meeting

Date: Wednesday, September 11th, 2024

In Person - Varley Art Gallery

Board Members in Attendance:

Liam O'Dette, Councillor Reid McAlpine, Deputy Mayor Michael Chan, Sylvia Morris, Juyoun Hong, Nicole MacLeod, Tony Lamanna, Niina Felushko

Regrets: Shibani Sahney & Liu Yan

Absent: Kimberly Wake

Executive Director: Sonia Chow

Guests: Jean-Louis Gaudet - Main Street Construction Ambassador, Rashad Jabr, Project Manager, Rachel D'Oliveira from VAG, Sandy Jiang from PM Pilates, Francesca Dauphinais from VAG Foundation

Call to order: By Chair at 9:32am

Invited Watford Group to update of Main Street Restoration Project and Retail Strategy Plan

Harshal Dave from Watford discussed the concerns of residents and business owners regarding a project in collaboration with the City of Markham. The project is complex and requires extensive discussions between consultants and city staff.

There is a decision pending between building luxury condos or creating a rental community. Watford is in the process of securing necessary permits and documents, with no confirmed start date yet. The project timeline may not align with the Main Street Restoration project, raising concerns about potential disruption to the street's appearance. Efforts will be made to minimize construction impact on the area.

1. Approval of Agenda

Motion to approve moved by Tony Lamanna

Moved by Niina Felushko

All were in favour

2. Approval of Meeting Minutes, May & July Minutes (Aug notes)

Motion to approve moved by Reid McAlpine

Moved by Tony Lamanna

All were in favour



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3. Approval & Updates of financial - YTD of August Financials

Tabled to next meeting as working with the City on updated GL codes for events like Unionville Festival and Old Tyme Christmas Parade.

4. Unionville Festival 2025 & Olde Tyme Christmas - Format and P&L

Waiting on the contractor to advise us on the possible event locations of the Unionville Festival 2025. The board briefly presented the idea of having the festival on the street in late May or first week of June with less impact from the construction.

However, the project manager from the City reminded the entire street will be managed by the construction company, CBRE and there might not be suitable to have the festival for the liability issue. Sonia will pass the presentation to the CBRE company to advise the final discussion. The board will then further discuss the festival accordingly.

5. Status of Sub-Committee Meeting:

No updates were made.

6. Main Street Restoration, City & Streetscape (parking by-law requirement): Several stores are not complying with the signage bylaw rules. It is recommended to contact the City By-law department to address the issue.

It has been confirmed to have \$40,000 from the City for Marketing and Communication. Which The City's Marcom team will use \$15,000 for their public communication and UBIA has issued a revised quotation of \$25K to the engineering team for the remaining portion, the engineering team is now under the process of issue a P.O. of \$24900.

The UBIA can reimburse this according to the completion of spending.

7. Updates from JCWG - retail strategy plan

Lisa Hutchinson of JCWG has been contacted to fulfill the project and has recently provided an update with their progress to date. Which includes; Data review, Business Interviews, Site Visits, Research and Analysis.

Upcoming steps will be Retail Turnover, Gap Analysis and SWOT.

8. ED Report: Sonia Chow

Ladies Night: September 4th, 2024

It has been completed smoothly. We hosted the event a bit earlier to extend the vibe of the Summer and attract more ladies' to come with a better weather. Will further review with Shibani to see if we should keep the same period in future.

Mid- Autumn Festival: Sept 12-18

HISTORIC MAIN STREET



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We promoted to have more Chinese decorations and events on the weekend. Decoration will be in place for a week and they can be reused in future.

Remembrance Day

Markham District Veterans Association (MDVA) will host the ceremony on Nov 9 (Sat) and the City will host on Nov 11 at the Civic Centre. It has been discussed and reviewed again that the UBIA will host the ceremony at the cenotaph at the Crosby Arena. Sonia has already reached out to Phil for sound systems and Wes Rowe for ceremony arrangement. Volunteers will be arranged to help setup and take down. Invites to local groups will be

9. Real Estate: Sylvia Morris

- Offices in the Queen's Hotel are available for rent.

10. Any Other Business

- 360 Kids are looking for food and clothing donations to support homelessness and survivors of human trafficking.

Motion to adjourn at 11:17 am

Next Meeting: Wednesday, October 23rd 9:30 am to 11:00 am (Varley Art Gallery)